

REP HEADLINE# 6261338  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399  
CREDIT ADVISORY: AGENCY  
ORDER WORKSHEET

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM REP

AUG2/12 14.13  
\*\*\* WNCN-TV \*\*\*

ADV # ADV. NAME ISS/AMER FOR PROSPERITY  
AGY # AGY. NAME MENTZER MEDIA SERVICES, INC.

600 FAIRMOUNT AVENUE, SUITE 306

TOWSON, MD 21286

REP. # OFF. # SALESMAN #  
BUYER NAME ELISE CLOYD  
SALES PRSN WA- MICK NESCI (H)

ORDER # CONTRACT # 6261338

CLASS: NATL. LOCAL REGIONAL

PRDCT AMER FOR PROSPERITY EST#1830 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG8/12 AUG14/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG2/12 14.13

REP: NEW ORDER  
TTL \$66,350 @28X  
PLEASE CONFIRM  
THANKS SHOSHANA FOR MICK

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021  
AN ELECTRONIC INV. WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE  
FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009  
AMERICANS FOR PROSPERITY IDB #1021 TV INVOICES #9912736

8/2  
17

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE =  
AGENCY PRODUCT CODE =  
AGENCY EST# = 1830

1			700A-900A	30		\$650.00	8/8	8/10	6		W-F	6
PROGRAM : OLYMPICS TODAY SHOW												
RA35+ : 3.0												
CON COM1 : OLYMPICS TODAY SHOW												



AUG2/12 14.13  
\*\*\* WNCN-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2			700P-730P PROGRAM : NEWS 7P RA50+ : 3.0 CON COM1 : NEWS 7P	30		\$250.00	8/8	8/10	3		W-F	3
3			730P-1200M PROGRAM : OLYMPICS PRIME RA50+ : 15.0 CON COM1 : OLYMPICS PRIME	30		\$5,500.00	8/8	8/11	8		W-SA	8
4			1200M-1235A PROGRAM : LATE NEWS RA50+ : 6.0 CON COM1 : LATE NEWS	30		\$1,300.00	8/8	8/11	4		W-SA	4
5			700P-1100P PROGRAM : CLOSING CEREMONY RA50+ : 18.0 CON COM1 : CLOSING CEREMONY	30		10000.00	8/12	8/12	1		SUN	1
6			700P-730P PROGRAM : NEWS 7P RA50+ : 3.0 CON COM1 : NEWS 7P	30		\$250.00	8/13	8/14	2		M-TU	2
7			1235A-135A PROGRAM : LATE NEWS CON COM1 : LATE NEWS	30		\$500.00	8/8	8/11	4		W-SA	4
<p>AUG/12 66350.00</p> <p>CONTRACT TOTAL 66350.00</p> <p>TOTAL SPOTS 28</p>												

MARKET TOTALS	\$510,384	WNCN	13%	WRAL	47%	WTVD	33%	WRAY	7%	WRDC	0%	WLFL	0%	CABL	0%
SHARES ACCURATE															
SVC - NSI	BOOKS -	MAY/11													
DEMOS -	RA50+*														

**Mentzer Media Services**  
600 Fairmount Avenue  
Ste 600  
Towson MD 21286

**Americans For Prosperity/ Issue**  
Submission Number 197 Issue 1

**NBC 17**  
accurate, balanced, to the point



**WNCN-TV**  
1205 Front St.  
Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

Client:	Americans For Prosperity/ Issue	Submission Cost:	66350	Campaign Ref:	E:120802071
Buyer:	..	Client/Product/Estimate:		Sales Rep:	HRP Washington, DC
Schedule Dates:	08/06/12 to 08/19/12	Weeks:	2	Order Ref:	06261338
Est./PO Number:	06261338	Contract type:	Political	Business Type:	General
				Business Category:	Transactional

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Product:	Amer For Prosperity	Booking Group:	WNCN	Key Market:	Raleigh-Durham, NC	66350
Demographic:	(L) Household	Order:				

Ref	Sales Product Details	Rate	Spot Type	08/06	08/13	Total	Cost
1	M-F 7a Today Show ..WTF..	660	30 Comme	Nbr of Spots	6	6	3900
2	M-F 7p News ..WTF..	250	30 Comme	Nbr of Spots	3	3	750
3	M-F 7p News MT.....	250	30 Comme	Nbr of Spots	2	2	500
4	Olympics Summer Prime MTWTFSS Isolations: W/C 08/06..WTF..	5500	30 Comme	Nbr of Spots	8	8	44000
5	M-Su Late News Post Premium Event MTWTFSS Isolations: W/C 08/06..WTF..	1300	30 Comme	Nbr of Spots	4	4	5200
6	Olympics Summer Close MTWTFSS Isolations: W/C 08/06.....S	10000	30 Comme	Nbr of Spots	1	1	10000
7	Olympics Summer Late Night MTWTFSS Isolations: W/C 08/06..WTF..	500	30 Comme	Nbr of Spots	4	4	2000
Weekly Totals: Total Spots(Ord Spots)				26	2	28	

Grand Totals

Local

		Month 8 Weeks: 4	
Totals		08/06	08/13
Spots	28	26	2
Cost	66350	65850	500

Grand Totals:

Spots:	28
Gross Total:	66,350.00
Commission:	9,952.50
Net Total:	56,397.50